Patent Application Exhibit for Builders On Line Assistant, aka Home Builder Showroom . com

Home Builder Showroom .com

Concepts Presentation:

- HBS' The Showroom Concept
- HBS' The Old-Way & New Way
- HBS' Demo Pre-view
- HBS' Key Tools & Tool-Concepts
- HBS' Strategy & Solution Partners
  - Technology "edge"
  - Legacy System Integration
  - Virtual "Job-Site"

Web

Home Builder Showroom.com
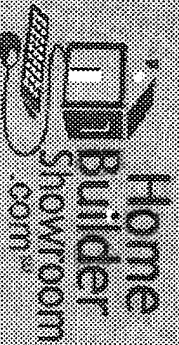
Showroom Concepts:

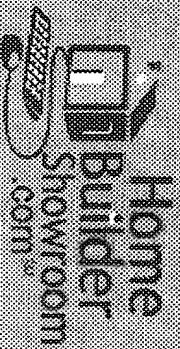Linking Builder, buyer & suppliers;

together for

"Standards & Extras On Line"

+

Creating a Builders' "Vertical Market

at "Point of Selection" for

Demand *Side Management*

(& Better Sales, Prices & Service)

HBS built the site solutions for:

Home Builder Showroom .com™

- Standard and customized solutions

- *nexus* for product, data base & e-Business

  - "B-2-C" (Builder to Customer)

  - "B-2-B" (Builder to Supplier, vendor or "Sub-")

  - "B-2-M" (Builder to Manufacturer)

  - "B-2-MIL" (Builder to Mother-in-law, etc, etc.)

  - Net market maker = Virtual Job-site + Buying Group management

- Link to legacy systems
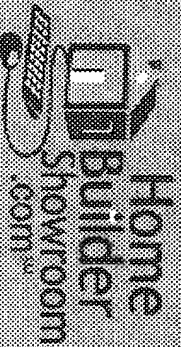
The old way (without the Home Buyers Showroom)

The old way is difficult in many ways

- Many decisions - not well organized

- Many people - staff, brokers, family & friends

- Many showrooms, catalogs & brochures

- Many vendors, manufacturers & trades

- Many sources of Info: builder, sellers, industry

- Many places to shop: retail, distributor, on-line

- Too little time

Home Builder Showroom .com.
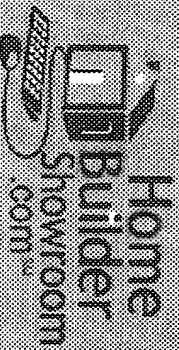
The new way by the System

The New way made easy by

- Decisions organized and processed

- People "meet" all in 1 place

- 1 "showroom" for all catalogs & Info.

- Builider brand names & custom offerings

- 24 hours / 7 days a week = lots of time

- Key product info for "fit & finish"

- View by room, style, design vs. trade.

- "Shopping cart" - to consider, wish or select

Powered by
HomeBuilder
Showroom.com"

Home
Builder
Showroom
com"
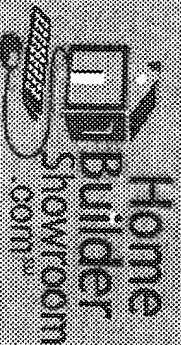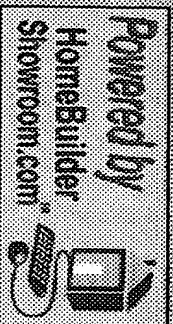
Helps the Builder / G.C. :

- Improve the customer "experience"
- Offers more choices

  (or the appearance of more choices)

- Better decisions - industry decision "rules"
- Update products and info
- Track product sales & quick alerts & approvals
- Improve "shelf life" -- Product & Brand Mgt.
- Sell more extras -- Up-selling tools:
  - Show features, groupings and values
  - Show price as a value (ie @ $1/360 = / Week)

Home Builder Showroom.com"
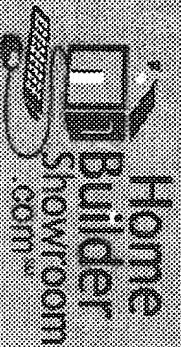
# Helps the Builder / G.C. (Continued)

- Supports Lead-time

  - For discussions, meetings & decisions

  - For financing & appraisal

  - For Contractors, Vendors & Manufacturers

- Deadlines are monitored by Project or Unit

- Questions & correspondence log & clip-board

- Faster decisions with "drill down" technology

- Faster decisions with photo-navigation & logic

- Deposit payments by credit-card online
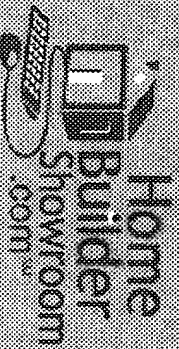
Helps

Manufacturers: (better prices & service)

- Targeted marketing to end-user-buyers
- View end-user-buyer (via the builder)
- "Point of purchase" to builder AND end-user-buyers
- Up-sell more extras & discretionary sales
- Know builders standard (in general)
- Know buyers "shopping cart" and orders
- Supply side E.S.P. or Pre-Purchase Order info
- Save on catalogue distribution & up-dates
- End-user "connection" for warrantee & services
- Introduce new products & test market in real time
- Promote sale items in real time
- Disintermediation or not !?! Builder's direct sales ?!?
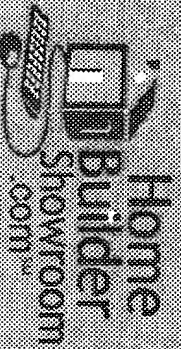
BOLA Creates Synergies:

Home Builder Showroom.com

The Builder "+" HomeBuilderShowroom

- "Homes promote"
  - Location . . . .
  - Reputation . . . .
  - Architectural Design . . . .
  - Plan & Lay-out . . . .

- "Products promote"
  - Standards & Extras
  - Valuable Brands
  - Style & Interior Design
  - Space plan & "live in"

- Shows ALL products . . . . .
- Job-Site sales only . . . . .
- Regional accounts . . . . . .
- Display ads (if any) . . . . .
- B-to-Manufacturer focus .
- Product prices . . . .
- Content poor & static . . . .
  and expensive . . . .

- Filter – focus products
- Shop at home too
- National accounts
- P.O.P. ads if wanted
- B-to-Customer focus
- Value added prices
- Fun & flexible content at
  a fraction of the cost

Sample Images

<- Photo-Log

<- Floor Plans

- The beginning of the buyer's own

<- Address & Contacts

<- Message Board

<-Key Dates

HomeHomePage.com®
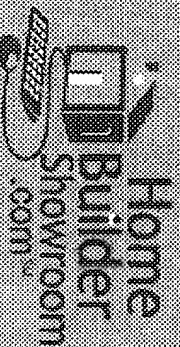
- Image Navigation:
  By Plan, By CAD, By Photo

Home Builder Showroom.com

- Search by and Drill - Down Lists. & Designer Packages
- Image, Tab - Down Lists. - Packages

Navigation can include photos, plans, virtual reality, icons, brands, etc.

Images can include Buyer's choices, Model homes, Designer collections, etc.

Product Selection Detail:

- Photo
- Key up-selling feature
- More-Info Click Through (see below)
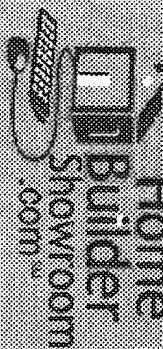- Select / Delete / Rate & Save
- Notes / Clip-board
- "Premium-level"
- Price / Credit

- **Product Details ->**

• Key Detail - live links
resources - phased content
for pre-sale under contract
and after-market support

Home Builder Showroom.com

Selections by Room and Room-list of features

Home Builder Showroom.com

• Step-by-step or "phased"
  • sales and suggestions

  Suggested or other /
  after-market products ->

Selection of

<- Required

And then required

<- Accessory Products
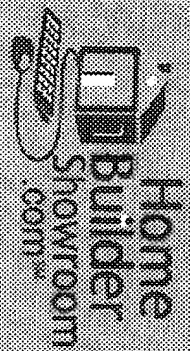
Reports list "firm" selections and open items, ratings, notes, timing, photos and features.

Reports include

by budget,

by room,

by trade,

by contractor, etc.

Home Builder Showroom.com

Home/Select/View/List/Reports

Kitchen | Bathroom | Living Room | Dining Room | Bedroom 1 | Bedroom 2

Milestones | Messages

Billing Reports
- By Room
- By Manufacturer
- By Milestone

Financial Reports
- Monthly Payment
- Summary
- Budget vs Actual

Preview Rooms
- Kitchen
- Living Room
- Bed Room 1
- Bed Room 2
- Bath Room
- Dining Room

Joe and Jane Smith

Budget Analysis for Smith's New Home at 6228 Savannah Breeze Court, Tampa, FL 33625

Item	Total Cost of Budgeted Final Choices Cost	Under (Over) Budget	All Selections Complete?
Living Room	$1,459.95	$2,000.00	$540.05	No
Dining Room	459.95	5,000.00	4,540.05	No
Bedroom 1	2,300.00	2,000.00	(300.00)	Yes
Bedroom 2	3,500.00	2,000.00	(1,500.00)	Yes

Home Builder Showroom.com

Home/Select/View/List/Reports

Kitchen | Bathroom | Living Room | Dining Room | Bedroom 1 | Bedroom 2

Milestones | Messages

Billing Reports
- By Room
- By Manufacturer
- By Milestone

Financial Reports
- Monthly Payment
- Summary
- Budget vs Actual

Preview Rooms
- Kitchen
- Living Room
- Bed Room 1
- Bed Room 2
- Bath Room
- Dining Room

Summary for Smith's New Home at 6228 Savannah Breeze Court, Tampa, FL 33625

Room	Description	Cost	Estimated Monthly Payment
Dining Room	Deluxe Rainbow Ceiling Fan with Brass casing	$99.95	$0.73
Living Room	Rainbow Lighting Ceramic and Iron Chandelier	$199.95	$1.47
Kitchen	General Electric 21CF Refrigerator	$399.95	$2.94
Totals		**$699.85**	**$5.14**

Topical Trail: Message, Note & Clip-board

•Enter Log Here or...

•Enter Log Here

New Home's Address

Joe and Jane Smith
6228 Savannah Breeze Court
Tampa, FL 33625
Phone: 813 639 6000
Fax: 813 639 6000
Email: bruce@paramount.com

Current Contact Information

Joe and Jane Smith
123 Elm Street #192
Tampa, FL 33625
Phone: 813.639.6000

Messages by Room

Room:	Unread Messages	Total Messages
Kitchen	0	0
Bathroom	1	0
Bedroom 1	0	0
Bedroom 2	0	0
Living Room	0	0
Dining Room	0	0

Home/Select/View/List Reports | Milestones | Messages

Kitchen | Bathroom | Living Room | Dining Room | Bedroom 1 | Bedroom 2

Rooms
- Kitchen
- Bathroom
- Bedroom 1
- Bedroom 2
- Living Room
- Dining Room

Messages by Product for Joe and Jane's Living Room

Click here to start a new discussion.

•Enter Log Here

Standard Ceiling Fan

Author	Subject	Date/Time	Rating 1 to 5
Joe	How fast does this fan spin?	Dec 10, 2000 8:30PM	
Bruce	Re: How fast does this fan spin?	Dec 10, 2000 8:30PM	25
Grandma Betty	Is this fan safe?	Dec 11, 2000 6:31AM	
Jane	Re: Is this fan safe?	Dec 11, 2000 6:51AM	27

Hardwood Floors

Author	Subject	Date/Time	Rating 1 to 5
Joe	How hard are these floors to clean?	Dec 10, 2000 8:30PM	
Bruce	Re: How hard are these floors to clean?	Dec 10, 2000 8:30PM	25
Grandma Betty	Safety	Dec 11, 2000 6:31AM	

•Enter Log Here

Kitchen — Ceiling Fans

- Fan
- Fan Light Kit
- Litex 4-Light
- Antique Brass Finish
- Spot Kit

Floor:
- Carpet
- Hardwood
- Tile

Window Treatments:
- Blinds
- Shades
- Shutters
- Curtain/Drape

Electrical:
- Outlet

- Hunter 4-Light
- Bright Brass
- Square Bullet
- Spotlight Light

•Enter Log Here

- Manufacturer
- Warranty
- Related
- Builder
- Notes
- Install
- Accessories
- Request

- Select
- Remove

- Select
- Remove

My Rating:

Home/Select/View/List Reports | Milestones | Messages

Kitchen | Bathroom | Living Room | Dining Room | Bedroom 1 | Bedroom 2

enable All Net™ Brings It Together

Other eMarket Places

Home Builder Showroom.com

Buyer
Buyer
Buyer

VAN

Seller
Buyer
Seller
Seller
Seller

Devices

Buyer
Seller
Buyer
Seller

Builder On Line Assistant aka Home Builder Showroom ™

Trades & Subs-Contractors

Delivery & Logistics

V.A.N. Connect

Credit Authorization

Like a virtual Job-Site Or virtual Office-Park With process Integration
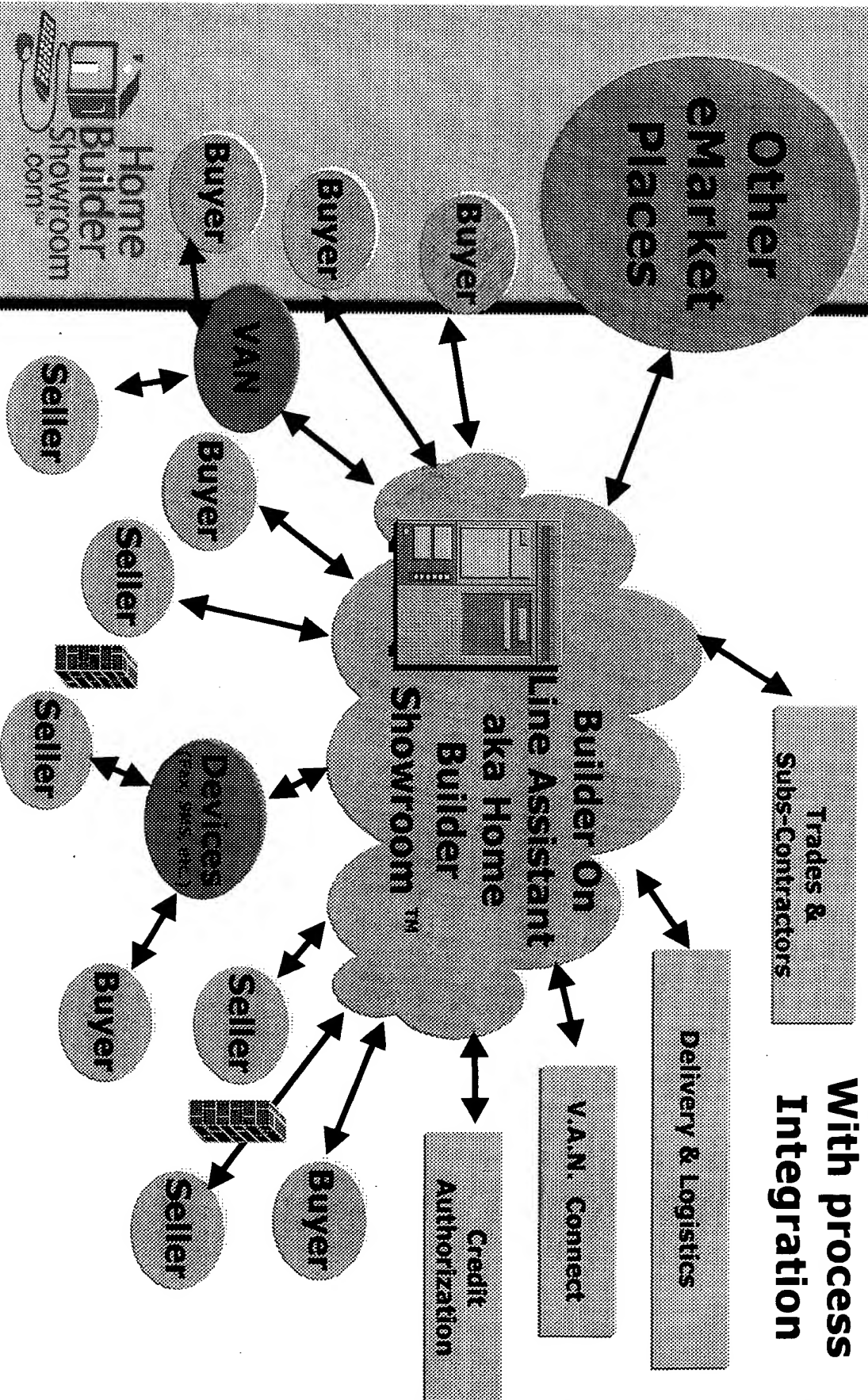
BEST AVAILABLE COPY

General Features:

Home Builder Showroom.com

- Buyer-centric design to maximize C-2-B use

- Builder-centric database to maximize info capture

- B-2-B and B-2-M and C-2-M business process integration

- Maximum flexibility for growth in traffic & transactions

- Maximize *data mining* obtains the best B-2-C marketing

- Buying "group" power – Designed for discounts

- IBM *WebSphere* Java development environment & Microsoft SQL Server database
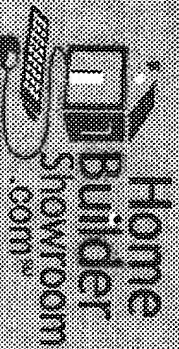
End User / Buyer Functions:

- Buyer Product Selections
- Navigation (by room, style, trade, image, etc.)
- Buyer Account Admin
  - Registration and Profile
  - Login and Access – with guest keys
  - Choices and Selections, wish list, rate & save
  - Personal Portfolio - Clip Board & Scrap Book
- Buyer Selection Reports
- Buyer Financial Reports
- Buyer Discussion Group/Log/Journal

Home Builder Showroom.com.
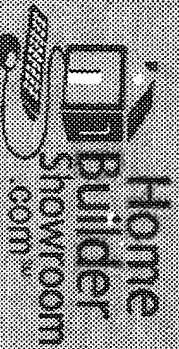
Builder

Home Builder Showroom corp

Selection Functions:

- "Home Page" with info & content
- Deadlines - with calendar & time lines
- Navigation by
  - Thumbnail, icons, photos, top bar tabs
  - Folder "tabs" to select Room, Trade, Etc
  - Choices equal to view chosen. No Dead-ends
  - hyperlinks within page body to product, manufacturer, details, specifications, etc.
- View / Summary by
  - Reports
  - Log, Discussion Group
  - Selections by room, trade, timing, etc.
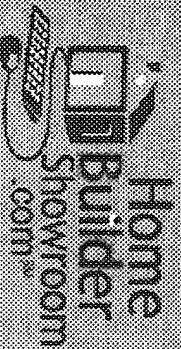
Product Selection Features:

- Product Selection - Short list
  - Selected, vs. need to select vs. optional
  - "My List" - selected but not finalized / rated
  - Selected - locked &/or verified by builder
  - Presentation by milestone date & not if passed
  - Product info updated by builder for price, credit
  - Standard presented first, with accessories
  - Upgrade 1, 2, 3,... followed by accessories
  - Or just accessories & after-market or not

Home Builder Showroom.com

Profile

Home Builder Showroom.com®

Features:

- Buyer Registration & Login
  - C.R.M. information
  - Security for buyers and guests
  - Prospect vs. Under Contract vs. Post-Close
- Builder's product preferences
  - Builder information
  - Product preferences, vendors & local Subs.
  - Project information
  - Model information
  - Unit (lot) information
    - Including milestones & dates for lot
      - Builder's standards & extras by room
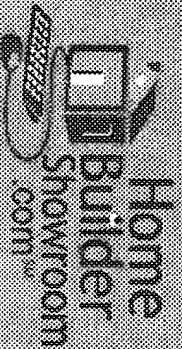
Other

Home Builder Showroom .com
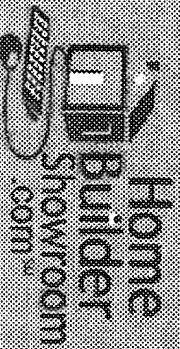
Features & Functions:

- Full audit trail – every view & pause
- e-mail notifications
  - To buyer for C.R.M., milestones, etc.
  - To vendors/subs to pre-warn/bid/etc.
  - To builder for buyer visits or selections
- Calculators and $/value comparisons
  - Buyer "net" cost / month, week, %, etc.
  - Standard & Builders own credit allowed
  - Min / max margins & special pricing rules
  - Budgets & sub-budgets
  - Loan pmts, calculations & approvals
  - Best resale products, sales, values, etc.
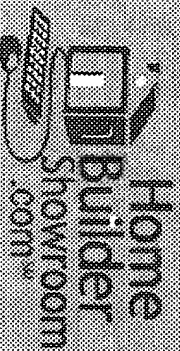
Other Features (Cont.) :

- Web-enabled, online entry of
  - builder information and product preferences
  - vendor & manufacturer information
- Support "dynamic", context sensitive ads
- Buyer deposits by credit card
- Post Sales Support –
- "Location sensitive" search & market info
- B-2-B integration with vendors (B-2-V) and manufacturers (B-2-M)
- Match buyer preferences to find builder or focus on that builder's product match

Big Picture Features:

- Data Driven – Web Enabled Systems
- Legacy Systems Integration
- Purchase Order Verification with Others, Subs, Etc
- Supply – Side / Job - Site E.S.P. & Pre-P.O.s
- Demand – Side E.S.P. / "Shelf Life" Brand Mgt.
- Pre-Qualifications/Best Buyer Profiler
- Pre-Sale C.R.M. / Directed Marketing
- Custom *HomeHomeHomePage.com*
- type after Market Support

Home Builder Showroom.com